

ABSTRACT

A method for creating and managing customized print media through an enhanced content management process is disclosed. A print media customer, which may be an individual or organization, is profiled to determine content preferences. Profiling may be based on face-to-face or electronic surveys, Internet usage patterns, buying patterns, or other criteria. Content associated with the preferences is obtained and analyzed. Content affinities, or relationships between the content and other content in a content network, are determined, and may influence the print media produced. A history of the content is maintained, to ensure content is not duplicated. Both substantive and non-substantive content, such as advertising content, is used. Both the content and layout of the print media can be customized.

BEST AVAILABLE COPY